3   a processor, coupled to the storage device, to execute the plurality of instructions to

4   implement an information server which, upon receiving a request including a [resource] real

5   estate identifier for an associated information [page/directory that may or may not exist]

6   page, constructs and issues one or more queries including the [resource] real estate identifier

7   to retrieve [the requested] information corresponding to the received real estate identifier and

8   dynamically generates instructions to create the requested information page for provision to a

9   requesting client if the requested information [page/directory] page does not exist.

1   2. (Amended) The apparatus of claim 1, wherein if the requested information

2   [page/directory] page does exist, the information server provisions the requested information

3   [page/directory] page to the requesting client.

1   3. (Amended) The apparatus of claim 1, wherein the [resource] real estate identifier is

2   comprised of an industry standard product identifier (ISPID).

1   4. (Amended) The apparatus of claim [3]1, wherein the [industry standard product] real

2   estate identifier is a multiple listing service (MLS) identifier.

1   5. (Amended) The apparatus of claim [3]1, wherein the [industry standard product] real

2   estate identifier is a [vehicle identification number (VIN) identifier] company-specific

3   property identifier.

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1   6. (Amended) The apparatus of claim [3]1, wherein the information server responds to

2   requests for an information page [comprised of the ISPID] including the real estate identifier,

3   whether the requested information page exists prior to the request or not.

1   7. (Amended) The processor of claim 1, wherein the [resource identifier] received request

2   further includes a marketing code.

1   8. (Amended) The apparatus of claim 7, wherein the [resource identifier] request containing

2   the [industry standard product] real estate identifier and marketing code is a uniform resource

3   locator (URL).

1   12. (Amended)   A method for managing information delivery, the method comprising:

2   receiving a request for an information page from a client including a [resource] real

3   estate identifier for an associated information [page/directory] page;

4   determining whether the requested information [page/directory] page exists; and

5   automatically constructing and issuing one or more queries including the [resource]

6   real estate identifier to retrieve [the requested] information corresponding to the real estate

7   identifier from accessible resources if the information [page/directory] page does not exist.

1   13. (Amended)   The method of claim 12, wherein the [resource] real estate identifier is

2   comprised of [an industry standard product] company-specific property identifier.

1   14. (Amended)   The method of claim [13]12, wherein the [industry standard product]

2   real estate identifier is a multiple listing service (MLS) identifier.

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18. (Amended)   The method of claim 12, wherein the received [resource identifier] request includes a marketing code.

1   21.   A storage medium having stored therein a plurality of executable instructions which,

2   when executed, implement an information server having a plurality of functions, including a

3   function to construct and issue queries to retrieve information from accessible resources in

4   response to a received request including a [resource] real estate identifier for an information

5   [page/directory that may or may not exist] page, and to dynamically generate instructions to

6   create the requested information [page/directory] page for provision to a requesting client if

7   the information [page/directory] page does not exist.

1   22. (Amended)   The storage medium of claim 21, further comprising a function to

2   provision the requested information [page/directory] page to the requesting client if the

3   information [page/directory] page does exist.

1   23. (Amended)   The storage medium of claim 21, wherein the [resource]real estate

2   identifier is comprised of [an industry standard product identifier (ISPID)] a company-

3   specific property identifier.

1   24. (Amended)   The storage medium of claim [23]21, wherein the information server

2   responds to requests [comprised of an ISPID] including a real estate identifier for an

3   information [page/directory] page whether the requested information [page/directory] page

4   exists prior to the request or not.

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